Exhibitor/Affiliate Dates and Deadline for 2023 Annual Conference

- December 9, 2022: Exhibitor/Affiliate Annual Conference submission form opens.

- February TBA, 2023: Annual Conference registration opens at noon.

- February 14, 2023: Exhibitor/Affiliate Annual Conference submission form closes.

  > Please Note: This will be your only opportunity to make changes to the submission, so look over the submissions carefully.

- April 14, 2023: Meeting room assignments available.

- April 18, 2023: Exhibitor/Affiliate form re-opens for late meeting submissions.

- April 28, 2023: Full scheduler launches on website

- May 3, 2023: Exhibitor/Affiliate form for late meeting submissions closes.

- May 22, 2023: Meeting room assignments available for late submissions.

- **June 22-27, 2023 – Annual Conference in Chicago, Illinois**

  *All dates are tentative and are subject to change. ALA Conference Services will send email communications if date changes occur.

June 22-27, 2023

RATES FOR NON-ALA ORGANIZATIONS

If your organization is interested in meeting in conjunction with the American Library Association in June, you can request the use of ALA meeting space, space permitting. **ALA has control of all meeting space in the conference hotels** and we offer this space to you at no cost. These charges are administrative and are also intended to cover partial printing, online scheduler, and staff costs. Rates are listed below:

Affiliate and Non-Profit Groups

EACH TWO-HOUR (OR LESS) TIME SLOT:

Affiliate Organizations··· **$150.00**

Other Non-Profit Groups··**$225.00**

Invoices for meeting space will be processed and sent approximately one month after the conference. It is not necessary to send checks in advance. Thank you for your cooperation.

Commercial Organizations/Exhibitors

New this year: Commercial organizations can request meeting space in 4-hour or full-day time slots. Meeting space charges will appear on your exhibitor invoice and collected by Hall-Erickson, our Exhibition Management company.

4-hour (or less) time slot·· **$600.00**

Full-day exclusive use···**$1,000.00**

PLEASE NOTE

No refunds for cancellations made after April 28th. Requests will be fulfilled based on meeting room availability.

JUNE 22–27, 2023

ALA**ANNUAL**
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HOW TO ACCESS THE ONLINE ANNUAL CONFERENCE REQUEST FORM

You will receive a link for the 2023 Annual Conference Submission site after **December 9, 2022**, please visit the site and log-in with your ALA profile information. If you do not have an ALA profile, please create one.

Once you login, you will:

1. Click on **"Begin a new Submission"**

2. Enter the Titles of your meeting and click **"Continue"** to begin the process

3. A Task List will appear, each task is a series of questions and information fields. Once a task is completed a green check mark will appear next to the task title.

4. Once all tasks have been completed, click on the **"Save Submission"** button to review and submit your meeting request, then click **"Submit"**.

   If you are entering speakers, please provide a **valid unique email address** for each speaker.

Exclusive Room*

- Please indicate exclusive rooms in the Additional Meeting Information box.

- Please list all sessions that will be part of the meeting, by including the submission number in the Additional Meeting Information box.

- The Organization is responsible for the re-key charges. Prices vary according to location of your meeting.

- Include name of individual who will be responsible to the meeting room key.

  * Exhibitors and Affiliates are limited to one (1) exclusive use room.

Billing Information

Please provide a name, email, and address for your organizations billing point of contact. Invoices for meeting space administrative charges will be sent 1 (one) month post-conference. Please see rate sheet on next page for details, or contact Yvonne McLean at ymclean@ala.org.

2023 Annual Conference Hotels with Meeting Space

MCP
- McCormick Place Convention Center
  2301 S. Lake Shore Drive

HRM
- Hyatt Regency McCormick Place -- HQ
  2233 S. Martin Luther King Drive

HIL
- Hilton Chicago
  720 S. Michigan Ave.

HYATT
- Hyatt Regency Chicago
  151 E. Wacker Drive

MAR
- Marriott Marquis Chicago
  2121 South Prairie Ave.

PALM
- Palmer House Hilton
  17 E. Monroe Street

BLU
- Radisson Blu Aqua
  221 N. Columbus Drive

Creating compelling conference session descriptions

Goals:

- Clear session descriptions.
- Concise.
- Relevant keywords.
- Easy to scan for key outcomes of attending.
- Why/how this one session alone could make attending the conference worthwhile.
- Enough information to help someone decide if they want or need to attend that session.

General:

- Get the primary information right up front in titles and descriptions (think of reading on mobiles/ devices).

- "Clever" titles and copy may fail to communicate the real value of the content.

- Make your first 100 words stand alone as a compelling and useful description. If your session will be in the guide book, the limit there is 100 words.

- No uninformative placeholder titles or copy such as: "Copy to come later," or "TBD." It's possible to write strong generic copy. "After this opportunity to discuss [topic] with other specialists in this area, attendees will leave the session with new perspectives on [topic]."

Guidelines:

- Focus on outcomes for the attendee rather than wordy descriptions.
- Don't include any copy that doesn't tell the reader something about the session itself.
- Avoid starting with a sentence such as, "In this session, five panelists will talk about [repeat of session title].
- Avoid generalizations that everyone already knows such as, "In libraries today, technology is increasingly important." "Librarians are busy people."
- Start with concrete benefits of attending the session, and something that gets the reader's attention:
  - Are you responsible for [topic] in your library? You will leave this session with five new ideas you can implement that will help you . . .
  - Learn about recent developments [as specific as possible] in [topic] and how they affect your work. Jane Doe will use case studies from six school libraries to . . .
  - Get strategies for streamlining your [something] so it takes less time each day.
- Include as much concrete information as possible.
- Select the type of library, content areas and interests carefully to attract the right audience.
- Include at least the institutional affiliation of presenters/speakers.
- Get a headshot of each presenter from somewhere if they don't send one. The scheduler will look 100 times livelier.

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Making Your Annual 2023 Events Findable in the Conference Scheduler

Use the following guidelines to ensure that attendees can easily find your sessions in the Connect Conference Scheduler. Some users browse, others search, still others will just click on a link they see in an email or on the web, so it's important to include as much information as possible when submitting your information.

As Annual gets closer, don't forget that **staff liaisons can come back to your approved sessions and update the title, description, and participant list for them.** *Attendees tell us the description is the single most important factor in their decision to attend a session.*

In addition, making sure that your iMIS group codes, "subjects" and "type of library" options are set properly will ensure that your meetings and programs appear correctly in a user's "recommended sessions" list.

Field by Field Instructions for Entering Sessions
Title

1. Please keep clear and concise to make your titles user friendly.
2. For a committee meeting, use the full, accurate name of the committee.
3. For any type of session, spell out all words, including common words such as *Committee*, *Executive*, *Discussion Group*, and *Task Force*.
4. Use CAPS only for acronyms. Example: enter *Executive Board* not EXECUTIVE BOARD
5. For a committee meeting, enter the name of your committee followed by "Meeting". Example: for the meeting of the Committee on Research and Statistics, enter *Committee on Research and Statistics Meeting.*
6. For a committee meeting, add the unit's acronym in parentheses at the end of the name. Example: *Executive Board Meeting (ALA) or Standards and Accreditation Committee (ACRL)*. For a section meeting, enter the owning unit in parentheses with the division acronym first, followed by the section acronym. Example: *Standards Committee (CORE)*.
7. For committees with multiple meetings, use Roman numerals to indicate which of the series it is. Example: *Executive Committee Meeting 1 (RUSA)* and *Executive Committee Meeting II (RUSA)*.
8. Don't include the unit acronym in titles for discussion groups, programs, or preconferences.

Meeting Description for Program Book

1. Enter at least 10 and up to 75 words describing either the content of the session (program or discussion group meeting) or the work of the committee or task force. For events such as Executive Committee meetings, something brief such as "Meeting of the officers of ACRL, the Association or College and Research Libraries" will suffice.
2. In addition to noting speakers in the "presenters' field, include the name of the presenter in the description when that person is a draw, as users are more likely to search for the presenter than the type of event. Example: *Pulitzer Prize-winning novelist Toni Morrison speaks about…, Former Vice-President Al Gore highlights the…, Author and activist Dan Savage talks about…*

Meeting Description for Online Conference Scheduler

1. There's no word limit for the description in the online Conference Scheduler, so enter a full description of the content of the session or the work of the committee or task force. For events such as Executive Committee meetings, something brief such as "Meeting of the officers of ACRL, the Association or College and Research Libraries" will suffice.
2. Include important keywords in your description since this field is included in the online Conference Scheduler search engine.
3. For discussion groups or programs where the content is still being decided, **be sure to come back to the form for approved sessions to update the title, description, and speakers at any time, including throughout the conference itself.** Staff liaisons who are unsure how to update approved sessions should contact Yvonne McLean or Altovise Davis in ALA Conference Services.
4. In addition to noting speakers in the "presenter" field, include the name of the presenter in the description when that person is a draw, as people are more likely to search for the presenter than the type of event. Examples: *Toni Morrison, Al Gore, Dan Savage.*

Meeting Type

1. Be sure to **check all** of the appropriate options for the session. For example, a "Discussion/Interest Group" session might also be a "Forum/Update" at the upcoming conference.
2. How we define the meeting types:
    a. *Committee Meeting* – Any session where a committee, task force, or other working group is meeting to discuss business-related to the group's activities.
    b. *Discussion/Interest Group* – Any general session where a discussion/interest group is holding an open conversation that is included as part of the regular conference registration fee. Committees meeting to discuss business about a discussion group should not check this box and should select the "Committee Meeting" box instead.
    c. *Preconference/Institute* – An educational session held prior to the start of the conference. These sessions usually have an additional fee. *You must also check the "Ticketed Event" box.*
    d. *Ticketed Event* – Any session during the conference that requires attendees to have a special ticket for entrance and is not included as part of the regular conference registration. For example tours, luncheons, or receptions. *You must check this box to*

> *make the phrase "Ticket Required" appear on the session in the online Conference Scheduler. You will also need to fill in the "Ticket Cost" box.*

   e. *Affiliate Event* – Any session submitted by an official affiliate of ALA.

   f. *Author Event* – An author appearance, presentation, or signing.

   g. *Award presentation* – An official ALA session at which an award will be presented.

   h. *Forum/Update* – A session in which one or more speakers will provide an overview or status update about a particular issue or topic. Example: *ALA Washington Office Update* about the current state of proposed legislation or *RDA Update Forum*.

   i. *Exhibitor Session* – A session submitted by a vendor or one that focuses on a particular vendor's products.

   j. *Reception* – A ticketed or invite-only social event as designated by the sponsor.

   k. *Social event* – A formal or informal social event that doesn't require a ticket or special invitation.

   l. *Speaker Series* – The series of talks by well-known speakers presented by ALA in the convention center. Example: *Sunrise Speaker* or *Auditorium Speaker*

   m. *Other* – Any session that doesn't fit into one of the existing meeting types.

Unit

Use the ALA Organization hierarchy to select the sponsoring unit. Note that sections are preceded by the owning division and round tables are listed separately as their own entities (not under ALA-xxxx). Member Interest Groups (MIGs) should select "ALA".

1. ALA and Council committees are listed as "ALA".
2. Committees should be listed under the sponsoring office.
3. Sessions sponsored or presented by ALA Affiliates are grouped under "AFL-xxxx".
4. Unofficial Meetings should specify "UNO" as the ALA Unit/Subunit.
5. To select more than one unit, hold down the Ctrl key on your keyboard as you select options in the field.

Co-Sponsor(s)

1. Co-sponsors should be selected using the same directions as for the preceding ALA Unit field.
2. To select more than one unit, hold down the Ctrl key on your keyboard as you select options in the field.
3. Sponsors and co-sponsors are listed together in the "Sponsors" field on the session record in the online Scheduler.

Printed program and Display online

1. Make sure you select yes or no if you want your session to appear in the online scheduler.

This is a closed meeting

1. If your meeting is closed to current committee members only, be sure to check this box or it will default to "open" in the online Conference Scheduler.
   "Closed" meetings are those that only current group members officially listed on the roster can attend. They are not open to non-group members because confidential matters such as award decisions, nominations for office, etc. will be discussed. All other meetings should be left as "open."

Preferred Meeting Time

1. Enter your preferred start time and end time in the text box if meeting is on Thursday, Friday or Tuesday. Please include am and pm designations. If your meetings is on Saturday, Sunday or Monday please choose from the drop down box.
   - a . 8:30am – 10:00am
   - b . 9:00am – 10:00am
   - c. 10:30am – 11:30am
   - d. 1:00pm – 2:00pm
   - e . 2:30pm – 3:30pm
   - f. 4:00pm – 5:00pm
   - g. 4:00pm – 5:30pm

Additional Meeting Information (Special Requests)

1. This is where you can enter any special information you want the conference planners to be aware of or take into account when placing your session. For example, you might need to ask that it be co-located with another session, request a special location ("Please place in the hotel with other RMRT sessions"), or list any offsite information including location and address.

Subject

1. The subject headings you select here are matched against the "interests" field in Connect user profiles, so **it's important that you set your subject headings properly in order for your session to appear correctly in users' session recommendations**. What you select here also affects the Scheduler's search engine, so think carefully about how you want to advertise your session.
2. If you want to include more granular headings, go back to the "Tags" field and add narrower terms there.

Additional Tags

1. Tags are a more granular way for you to indicate what your session will be about and link it with other similar sessions. Tags are single words or phrases that you can use to provide more context than the broad subject headings/interests cover. Tags are included in the Scheduler's search engine. Example: *transliteracy* or *RDA*
2. Enter as many tags as is appropriate by separating them with a comma. Example: *mobile, smartphone, cellphone*
3. Put phrases in quotation marks. Example: *"board games", "video games", learning*
4. Do not use the pound symbol (#) with tags (your session's hashtag goes in a different field).
5. You don't need to repeat subject headings or unit acronyms as tags since you'll have already entered that information in other fields.

Session Hashtag

1. If you've settled on a specific hashtag for your session on Twitter, Flickr, etc., enter that tag here. Include the pound symbol (#) in front of it. Example: *#ttt* or *#alacouncil*

Audience

1. The audiences you select here are matched against the "type of library" field in Connect user profiles, so **it's important that you set your audiences properly in order for your session to appear correctly in users' session recommendations.** What you select here also affects the Scheduler's search engine, so think carefully about how you want to advertise your session. Example: If you select *Rural* and *Tribal*, your session will be recommended to users who have indicated in their Connect profile that they're interested in Rural or Tribal libraries.
2. Select all of the audiences that are the focus for your session. Don't over-select or you'll put irrelevant sessions in some users' recommendations, which could potentially turn them off of all of your sessions.
3. If your session is truly applicable to any type of library, check the "All" box. You can also indicate a focus on a specific type of library by selecting "All" and that type of library. Example: Two panelists might be generalists but a third might focus on school libraries, so select *All* and *School/Media Center*.
4. If your session focuses on only one type of library, check the box for that type and don't select "All."
5. You don't need to set an audience for committee meetings.